

DERWENT-ACC-NO: 2001-430338

DERWENT-WEEK: 200146

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TITLE: Internet auction

INVENTOR: CHOI D

PATENT-ASSIGNEE: CHOI D[CHOI]

PRIORITY-DATA: 2000KR-060216 (October 13, 2000)

PATENT-FAMILY:

PUB-NO	PUB-DATE	LANGUAGE
KR 2001000688 A	January 5, 2001	KO

APPLICATION-DATA:

PUB-NO	APPL-DESCRIPTOR	APPL-NO	APPL-DATE
KR2001000688A	N/A	2000KR-060216	October 13, 2000

ABSTRACTED-PUB-NO: KR 2001000688 A

BASIC-ABSTRACT:

NOVELTY - An internet auction is provided to reduce the maximum bid amount by applying a fluctuating advertisement fee amount that differentiates according to the number of bidders in an auction and enabling the seller and the purchaser to receive advertisement fee from the advertisers.

DESCRIPTION - A seller provides an auction product and a consumer or an advertiser reviews the auction product by viewing its picture and usage information. The consumer makes a bid and the advertiser supplies an advertisement expecting a large number of bidders. An auction site operator determines to advertise a specific advertiser's advertisement by selecting an advertiser that offers the highest advertisement fee or one that registers first. Once the auction is concluded, the auction site operator, the seller, and the highest bidder receives the advertisement fee through points, coupons, cash, prizes, and other methods.

TITLE-TERMS: AUCTION

DERWENT-CLASS: T01

EPI-CODES: T01-J05A;